Executive Council
Tourism, Culture and Recreation
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Newfoundland and Labrador to be Highlighted at Vancouver 2010 Olympic and Paralympic Winter Games

Newfoundland and Labrador's rich culture and talented artists will be highlighted on the international stage as a result of an agreement between the Province of Newfoundland and Labrador and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).

The Honourable Danny Williams, Premier of Newfoundland and Labrador, along with the Honourable Clyde Jackman, Minister for Tourism Culture and Recreation, and John Furlong, Chief Executive Officer for the Vancouver 2010 Olympic and Paralympic Winter Games (VANOC), today announced that the province has joined VANOC's *Contributing Province/Territory Program* (CPTP), with a $1.5 million contribution toward Canadian athletes and the staging of the 2010 Winter Games.

Premier Williams said the highlight of the province's involvement will be a dedicated Newfoundland and Labrador Day held during the 2010 Winter Games. Accompanied by a comprehensive media marketing campaign, the day will feature several activities including a warm-up to that evening's Olympic Victory Ceremony in Vancouver's BC Place Stadium, a networking event, arts performances and concurrent celebratory activities to be held throughout Newfoundland and Labrador.

"Our government is proud to be a partner in the 2010 Winter Games, and we look forward to contributing the rich cultural heritage of Newfoundland and Labrador to this international phenomenon," said Premier Williams. "Newfoundland and Labrador Day will be a series of highly-promoted activities and events, both in Vancouver and here at home, which will focus the attention of the world on our province and all we have to offer. Events in our province will be designed to bring the Vancouver 2010 Olympic and Paralympic Winter Games, and all they represent, to every Newfoundlander and Labradorian. Newfoundland and Labrador truly arrived on the Olympic scene in 2006 when we brought home Olympic gold. In 2010, we will share more of our province with the world through this partnership."

Premier Williams said the high-profile nature of the 2010 Winter Games offers a unique opportunity to showcase Newfoundland and Labrador's culture, heritage and artistic community to a national and global audience.

"Our presence in Vancouver will enable the province to pursue opportunities for sport development and tourism marketing; and to develop business contacts in a forum where many corporations will be represented," said Premier Williams.

Mr. Furlong welcomed Newfoundland and Labrador to the 2010 Winter Games team. He noted that while the Gushue Rink's Olympic gold-medal-winning team brought enormous pride and celebration to Newfoundland and Labrador in 2006, it also provided all Canadians with a truly golden memory.

"Newfoundland and Labrador's generous commitment to the Games links the country from coast to coast to coast for a once-in-a-generation opportunity to showcase Canada's great reach and diversity," said Mr. Furlong. "We look forward to celebrating Newfoundland and Labrador Day in Vancouver and sharing the excitement of the Games, and the story of the province, with the world. It will be the time of our lives!"

Of the $1.5 million investment from Newfoundland and Labrador, $750,000 will go towards the Own the Podium 2010 program, which supports Canadian athletes in their preparation for the Games, and $750,000 will be dedicated to ensuring the province takes full advantage of a wide range of benefits associated with the VANOC partnership.

Those benefits include enabling Newfoundland and Labrador to:

- Organize a Newfoundland and Labrador Day at the 2010 Winter Games to promote the province. This event will focus entirely on Newfoundland and Labrador, feature a warm-up event to that evening's Olympic Victory Ceremonies, and tie into concurrent celebrations within Newfoundland and Labrador;
- Participate in the Cultural Olympiad, which will include opportunities for Newfoundland and Labrador artists;
- Enhance involvement in the Newfoundland and Labrador portion of the Torch Relay, which will arrive in the province prior to the Games;
- Encourage Aboriginal participation in the Games and preceding events;
- Develop plans to promote tourism, trade, and business investment;
- Access VANOC support for planning and promoting Newfoundland and Labrador events and activities associated with the Games;
- Access VANOC promotional materials;
- Use the Vancouver 2010 Olympic and Paralympic Winter Games and Own the Podium 2010 logos; and,
- Promote educational and volunteer opportunities relating to sport and culture, and encourage healthy lifestyles.

Minister Jackman noted that in the past two years, the department released two plans that will be supported by the province's participation in the Games: in 2007, *Active Healthy Newfoundland and Labrador – A Recreation and Sport Strategy for Newfoundland and Labrador*; and in 2006, *Creative Newfoundland and Labrador - The Blueprint for Development and Investment in Culture*.

"These strategies outlined both a financial and philosophical commitment to promoting our culture, providing opportunities for artists, and to encouraging active, healthy lifestyles for all residents," said Minister Jackman. "Our involvement in the 2010 Winter Games supports and augments the commitments made in those plans."

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BACKGROUNDER

Contributing Province/Territory Program

VANOC's *Contributing Province/Territory Program* (CPTP) offers a structured avenue for all provinces and territories to participate in the 2010 Winter Games. Under the CPTP, signatory provinces and territories receive a package of benefits that create a close association with the Games, similar to those of corporate sponsors. In return, participating provinces and territories make a financial contribution towards the success of Canadian athletes in 2010 through the Own the Podium 2010 program; culture and arts, through the Vancouver 2010 Cultural Olympiad; and directly, to staging successful Games in 2010. VANOC developed this new program in response to interest

demonstrated by Canada's provinces and territories outside of British Columbia to allow for greater involvement in the Vancouver 2010 Olympic and Paralympic Winter Games.

VANOC

VANOC's government partners provide funding, infrastructure, essential service support and management services to the 2010 Winter Games, which will contribute to lasting economic, sport, cultural and social legacies. VANOC's government partners include the Government of Canada, the Province of British Columbia, the City of Vancouver and the Resort Municipality of Whistler. To date, members of VANOC's CPTP include Newfoundland and Labrador, Manitoba and Ontario. VANOC's Venue Cities are Richmond, Surrey and the District of West Vancouver. VANOC has also signed memoranda of understanding with each Canadian province and territory.

VANOC is responsible for the planning, organizing, financing and staging of the Vancouver 2010 Olympic and Paralympic Winter Games. The Games will be staged in Vancouver and Whistler from February 12 to 28, 2010. Vancouver and Whistler will host the Paralympic Winter Games from March 12 to 21, 2010. For more information, visit www.vancouver2010.com.

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